

PUBLIC INFORMATION & COMMUNICATION SERVICES NIH – TASK ORDER

RFTOP# 90

TITLE: *Support of the NCI Health Communications Internship Program*

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. ADMINISTRATIVE INFORMATION:

Point of Contact Name:	Victor S. Buyny Contracting Officer
	Brian Goodger Contract Specialist goodgerb@mail.nih.gov
Proposal Address: [U.S. Mail]	Research Contract Branch, OM National Cancer Institute 6120 Executive Boulevard Executive Plaza South Suite 600, Room 6039 Bethesda, MD 20892-7196
Proposal Address: [Hand Delivered]	Research Contract Branch, OM National Cancer Institute, Suite 600 6120 Executive Boulevard, MSC 7196 Bethesda, MD 20852
Billing Address:	Research Contracts Branch, OM National Cancer Institute 6120 Executive Blvd. Executive Plaza South Suite 600, Room 6114 Bethesda, MD 20892-7196

B. PROPOSED PERIOD OF PERFORMANCE:

Base Period:	September 18, 2002–September 17, 2003
Option 1:	September 18, 2003–September 17, 2004
Option 2:	September 18, 2004–September 17, 2005
Option 3:	September 18, 2005–September 17, 2006
Option 4:	September 18, 2006–September 17, 2007

C. PRICING METHOD: Cost Plus Fixed Fee (Completion). The majority of the effort will occur during 2 peak times of the year—November and December, and May and June. Lesser, but equally important, effort is required during the remainder of the year.

During peak months, the contractor will spend approximately 20 hours a week, on average. During non-peak months, the contractor will spend, on average, 5 hours per week (with a range of 0 to 20 hours per week).

D. PROPOSAL INSTRUCTIONS:

Both technical and cost (an original and two copies) shall be submitted at the address specified for receipt of offers. In addition to the hard copy, an electronic proposal shall be submitted to Brian Goodger at the above e-mail address on or before the specified due date.

Page Limit: Fifteen (15) Pages. Any documentation in excess of the Fifteen (15) page limits will not be evaluated.

The Government estimates that this statement of work will require 300 hours per year.

In order to have an acceptable technical proposal, the proposal must clearly demonstrate the offeror's ability to meet the objectives of each of the requirements listed.

The offeror's proposal shall clearly demonstrate a technical solution for the requirements stated herein defining all necessary personnel, materials, resources and other supplies/services as may be required to perform the work set forth. The technical proposal shall be organized as follows:

Offerors shall provide a technical proposal that includes:

- (1) Discussion of the background, objectives, and work requirements of the statement of work as analyzed by the Offeror,
- (2) Discussion of proposed methods and techniques for completing each task,
- (3) Discussion which supports how each task will be evaluated for full performance and acceptability of work from the offeror's viewpoint.
- (4) Discussion of any anticipated major difficulties and problem areas, along with potential recommended approaches for their resolution.

Please include a staffing plan and resumes for key personnel, which address their capabilities and experience relating to the attached Task Description. Please provide a list of all similar efforts performed by your organization for the last two years. Include a description of the project, project title, contract number, contract amount, client identification including agency or company name, contracting and technical reviewing official, address and telephone number. (References will be checked.) Include a program-scheduling plan that shows significant milestones for the proposed effort and provides a schedule for timely completion of each milestone. Your proposal must demonstrate that both your organization and proposed key personnel can successfully complete this project.

E. PROPOSAL DUE DATE: August 26, 2002, 12:00PM EST at the address specified for receipt of offers above.

F. TASK DESCRIPTION:

The National Cancer Institute in Bethesda, Maryland, offers paid 6-month internships in the areas of health communications and science writing. These internships provide students who are completing their Master's or Doctorate degrees with an opportunity to develop skills and be a part of vital health and science communications projects. Students with backgrounds in public health, health education, science, biostatistics, epidemiology, communications, marketing, public relations, news writing and/or science writing are urged to apply.

Applications are submitted to the Internship Director and are distributed to the various offices at NCI that are interested in hiring an intern for that particular session. After reviewing the applications, the offices conduct telephone interviews with applicants of interest. The selection process takes approximately four to six weeks after the deadline.

The internship term length is six months minimum, with an option to renew up to 1 year. Terms are **January 2–June 30** and **July 1–December 31** each year.

The contractor shall complete the following tasks as directed by the task order manager and/or internship director, in accordance with the timeline, included below.

1. Prepare application review packages

Twice per year, applications are accepted for the NCI Health Communications Internship Program. Deadlines for postmark of applications are **March 15** for the July to December term, and **September 15** for the January to June term. The contractor will receive the applications from the Internship Director five to six (5-6) business days after the application deadline. Within two (2) business days after receiving the applications, the contractor must:

- i. Prepare photocopies of the application packages for review by offices interested in reviewing them, as instructed by the Internship Director.
- ii. Collate and compile the packages so that one application for each applicant is grouped together. For example, if there are 10 applications and 5 offices, the contractor should collate 5 groups of 10 applications per group, with each application per group being from a distinct individual.
- iii. Prepare instructions for reviewing applications as instructed by the Internship Director, to be delivered with the application groups.
- iv. Distribute the applications and instructions to the offices interested in reviewing the applications.
- v. Provide mailing materials – boxes, envelopes, and labels as required.

Average Number of Applications: 15 applications per term

Average Number of Pages per Application: 18 pages

Average Number of Copies of Each Application: 15 copies

2. Database management

- i. Use Web interface to use the password-protected Health Communications Internship Program database.
- ii. Enter new applicant data
- iii. Update data as needed or instructed
- iv. Maintain currency of data in the database
- v. Prepare mailing labels
- vi. Merge data into MS Word documents
- vii. Inform Internship Director about errors, problems, or technical changes needed for the database

3. Welcome Packages

- i. Assemble welcome packets as instructed by Internship Director using internship database – includes merging of data from the database into a cover letter, proofreading, copying documents, collating documents
- ii. Prepare FedEx labels using data from internship database and send via FedEx using the Government Account Number.

4. Preparation of Orientation

- i. Gather updated materials from Web or other sources for orientation binders
- ii. Assemble orientation packets as instructed by Internship Director in 1-__ binders provided by the contractor
- iii. Schedule orientation conference room
- iv. Correspond with incoming interns on behalf of the Internship Director as needed
- v. Set up health insurance meeting with FAES insurance office
- vi. Deliver orientation binders to Internship Director by date determined by Internship Director

5. Intern graduation ceremony

- i. Schedule time convenient for Internship Director and OC Director (via OC Director's secretary)
- ii. Reserve conference room in NIH facility that allows refreshments (guidance will be provided)
- iii. Plan and purchase catered refreshments for expected number of intern graduates
- iv. Schedule NIH photographer to be present at ceremony
- v. Set up and clean up

6. Response to email inquiries

Respond to email inquiries related to the NCI Health Communication Internship Program via the government email account accessible on the Web. Template responses exist for typical questions. Contractor shall have strong and accurate

writing skills to tailor the templates to individuals. Non-typical responses shall be reviewed by the Internship Director prior to messages being delivered. Access to the government email account will be provided to the contractor.

7. Response to mail inquiries

Respond to postal mail inquiries related to the NCI Health Communication Internship Program. Template responses will be used for typical questions. Contractor shall have strong and accurate writing skills to tailor the responses to individuals. The Internship Director shall review all non-typical responses prior to responses being mailed. The government will provide letterhead paper and government envelopes for sending such responses. The contractor shall provide mailing labels. Contractor must be familiar with Government mailing procedures and obligations.

8. Promotional Mailings and Other Promotional Channels

Twice yearly, as directed by the Internship Director, contractor shall prepare mailing packets of internship promotional materials to send to schools and organizations. The promotional kits include a folder, placard, brochures, a cover letter on matching letterhead, and matching envelope to hold the contents. Contractor shall write a cover letter together with the Internship Director to be sent in the packets. Contract shall collate the packets as instructed by the Internship Director. Contractor shall prepare mailing labels using data from the internship database accessed via the Web. Contractor must be familiar with Government mailing procedures and obligations.

As occasions arise upon which email or postal mail requests must be answered, the contractor may be asked by the Internship Director to write such responses.

9. Web Site Maintenance

- i. Provide regular maintenance to the HCIP Web site as directed by the Internship Director. Contractor must have knowledge and experience programming in HTML and ColdFusion.
- ii. Maintain and update links, testing current links once per year, at minimum, and correcting, if necessary.
- iii. Update current intern page when new interns arrive.
- iv. Update stipend calculator when and if stipends are raised.

G. EVALUATION FACTORS:

The technical proposal will receive paramount consideration in the selection of the Contractor for this Task Order. All evaluation factors, other than cost or price, when combined are significantly more important than cost or price. However, cost/price may become a critical factor in source selection in the even that two or more offerors are determined to be essentially equal following the evaluation of all factors other than cost or price. In any event, the Government reserves the right to make an award to that offeror whose proposal provides the best overall value to the Government.

Each Offeror's proposal is evaluated according to the factors shown below. Factors A, B, C, and D are of equal importance. Sub-factors listed under each factor are of equal importance to each other.

A. Technical Approach (25)

1. Understanding of the work, including creativity and thoroughness shown in planned execution of the project.
2. Discussion of methods and techniques for completing each discrete task.
3. Anticipation of potential problem areas, and creativity and feasibility of solutions to problems and future integration of new processes and technology enhancements.
4. Quality of the Project Management Plan and allocation of personnel and resources, and any other issues the Government should be aware of.

B. Past Performance (25)

The organization's history of successful completion of similar projects; history of producing high-quality reports and other deliverables; history of staying on schedule and within budget, and effectiveness of cost control.

C. Key Personnel Qualifications (25)

1. The currency, quality and depth of experience of individual personnel in working on similar projects. Similar projects are meant to convey similarity in topic, dollar value, duration, and complexity.
2. Quality and depth of education; experience on other projects which may not be similar enough to include in response to C.1. (Immediately above) but may be relevant; and publication history.

D. Organizational Experience (25)

1. The degree of comparability of past projects to the current project, including number of projects, complexity, and dollar amount. Supporting subcontractors, consultants and partners will be considered.
2. Appropriate mix and balance of education and training of team members.

Task Order# NICS-90

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PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST: Pricing Method

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED
THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE
PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

FAX # Signature - Project Officer Date

APPROVED: _____

FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR
ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF
THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: _____
Signature –Anthony M. Revenis, J.D., NIH-PICS Coordinator Date